



Legislation Text

File #: 22-0831, **Version:** 1

Agenda Item Name:

Request Approval of Revisions to the Visit Gainesville, Alachua County Conference Grant Application

Presenter:

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Description:

Request approval of revisions to the Visit Gainesville, Alachua County Conference Grant application, including renaming the program to Visit Gainesville, Alachua County Meeting Advantage Program.

Recommended Action:

Approve the Visit Gainesville, Alachua County Meeting Advantage Program and Conference Grant application, as presented.

Prior Board Motions:

On August 9, 2022, the Board approved the Visit Gainesville, Alachua County Conference Grant application

Fiscal Consideration:

Funding for the Conference Grant program is available in the Visit Gainesville, Alachua County budget. 15% of the third penny of Tourist Development Tax.

Fund: 005.45.4530.552.82.24

In the past, no more than \$100,000 has been paid out in a single fiscal year, though \$200,000 is normally budgeted. The FY23 budget includes \$100,000 for new conference grant awards; however, reserves are available if additional funding is required for this program.

Background:

Conference Grants are funded through 15% of the third penny of Tourist Development Tax (TDT) collections. Applicants are eligible for up to \$10,000 in funding to support conferences with verifiable room nights in Alachua County. The Conference Grant application has been updated to 1) rename the program to the Meeting Advantage Program, 2) provide a streamlined process, 3) to allow faith-based conferences, as permissible, and 4) remove date restrictions to make applications available on an on-going, year-round basis which provides flexibility to better support the return of conferences to Alachua County and for those planned years in advance. If approved, there is a finding that the Board agrees the Meeting Advantage Program, as presented, provides for the advancement, growth, and promotion of tourism, then enhancement of tourist industry, and the attraction of conventioners and tourists in Alachua County. Funding requests are based on a calculation of verified room nights, with a \$10,000 maximum. All funding awards are reimbursement only for approved conference

activities.